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Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4MABBI01	Title of the Course	Human Resource Management-II
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives	1. To develop understanding of how train employee and make aware regarding types of training. 2. To make the students aware regarding different provisions for employee's health and safety, wage and salary administration 3. To make students aware regarding industrial disputes and industrial relation. 4. To make students familiar with current scenario HRIS and HRA.

Course Content		
Unit	**Description**	**Weightage (%)**
1.	**Employee Training and Wage and Salary Administration** **(A) Employee Training** - Concept of Training - Need for Training - Importance of Training - Steps in Training Programme - Types of training **(B) Wage and Salary Administration** - Meaning - Objectives of Wage and Salary Administration - Principles of Wage and Salary Administration. - Components of Wage and Salary Administration - Methods of Wage Payments.	**25 %**

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2.	**Employee Safety and Health** **(A) Employee Safety** - Meaning, - Types of Industrial Accident, - Causes of Industrial accident, - Statutory Provisions of Employee safety in India **(B) Employee Health** - Meaning, - Occupational Hazards and Diseases, - Protection against Hazards, and Statutory provisions of health according to factories act, 1956. **Practical Aspects:** Students will visit a company and prepare report of different health and safety provisions applied by that company.	**25 %**
3.	**Industrial Relations and Industrial Disputes** **(A) Industrial Relations:** - Concept, - Objectives, - Parties, - Importance - Approaches **(B) Industrial Dispute:** - Definition, - Types, - Causes - Preventive Measures and Settlement Authorities **Practical Aspects:** Students will contact concerned person of college and list out the problems faced among employees and related solution for it.	**25%**
4.	**Human Information System (HRIS) & Human Resource Accounting (HRA)** **(A) Human Resource Information System (HRIS)** - Need for HRIS - Advantages of HRIS - Limitations of HRIS - Uses of HRIS - Designing of HRIS **(B) Human Resource Accounting (HRA)**	**25%**

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- Meaning and Objectives - Advantages - Limitations - Methods of Valuations of Human Resources - Controlling Costs of Human Resource	

Teaching-Learning Methodology	• Lecture Method • Group Discussion • Case Study • Project Work • Practical activities • Guest Lectures

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

CourseOutcomes:HavingCompletedthiscourse,thestudentswillbeableto	
1.	Have idea regarding basics of Employee Health and Safety measures and its related Statutory Provisions.
2.	Learn concept, approaches and importance of industrial Relations in organization.
3.	Understand concept, forms and causes of industrial disputes and possible preventive measures of it.
4.	Explain the concepts of employee training and salary administration.

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5.	Gain knowledge about collective bargaining and how it is used for grievance redressal.
6	Enhance their knowledge about Human Resources Information System (HRIS) and Human Resource Accounting (HRA) and its use in business.

Suggested References	
Sr. No.	**References**
1	Personnel Management: C B Memoria& S V GAnkar, Himalaya Publishing House
2	Human Resource Management: S S Khanka, S Chand
3	Human Resource Management: C B Gupta, Himalaya Publishing House
4	Text and Cases of Human Resource Management: P Subba Rao, Himalaya Publishing House
5	Human Resource and Personnel Management: K Aswathappa
6	Santosh Gupta and Sachin Gupta, 'Human Resource Development'- Concept and Practices, Second Edition, Deep & Deep Publications Pvt. LTD., New Delhi.

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Bachelor of Business Administration (ITM- Information Technology Management)
Semester - IV

Course Code	UM4MABBI02	Title of the Course	Web Technology with JQuery
Total Credits of the Course	04	Hours per Week	04 (T/P)

Course Objectives	To impart the knowledge of the HTML, DHTML, CSS and HTML5. To learn the basic concepts of scripting. To study fundamentals of JavaScript development.

Course Content		
Unit	**Description**	**Weightage (%)**
1.	**Designing a Web Page - I** - An Introduction to HTML, HTML tags, Structure of an HTML document - Text and paragraph formatting - Ordered and Unordered lists - Hyperlinks, Image - HTML tables - Frames, Framesets - Designing HTML forms - Advanced Elements of HTML5 Input Controls (number, date, time, calendar, ranges), - Multimedia tags (<audio>,<video>)	**25%**
2.	**Designing a Web Page – II** - Introduction to DHTML - Components of DHTML - Introduction to Cascading Style Sheets (CSS), - Ways of specifying style inline, internal, external - Basic Syntaxes, ID and CLASS selectors, SPAN, DIV - Fonts, Color, Background, Text AND Border property	**25%**

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3.	**Introduction to Scripting** - Introduction to Scripting - Client Side Scripting vs. Server Side Scripting - Introduction to JavaScript - Applications and Advantages of JavaScript - JavaScript basics: Syntax, Data Types, Variables, Literals, Type Casting, Operators - User interaction through dialog boxes - Built-in functions - Flow Control statements - Arrays	**25%**
4.	**Advanced JavaScript with JQuery** - User-defined functions, **String Object** (length, char At, index Of, substr, to Lower Case, to Upper Case), **Math Object** (PI, abs, ceil, floor, max, min, round), **Date Object** (get Date, get Day, get Full Year, get Month, get Time, get Hours, get Minutes, get Seconds, set Date, set Full Year, set Month, set Time, set Hours, set Minutes, set Seconds) - Introduction to DOM - DOM Hierarchy, Understanding objects & Collections in DOM, HTML Form Hierarchy - Accessing Form elements (Text, Radio, Checkbox, Dropdown, Button), Event handling - Introduction to JQuery.	**25%**

Teaching-Learning Methodology	Material for this course will be presented using multiple teaching approaches: lecture and discussion, exploration and inquiry ,cooperative group work, demonstrations, and presentations

Evaluation Pattern		
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

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Course Outcomes :Having completed this course, the learner will be able to

	Develop WebPages using HTML, HTML5, DHTML AND CSS
	Understand the basic concepts of scripting.
	Carry out web page development with the use of JavaScript.

Suggested References:	
Sr .No.	References
1.	Ivan Bayross, Web Enabled Commercial Applications Development using HTML, DHTML, Java script, Perl CGI, BPB, 2004.
2.	Douglas E Comer: The Internet, PHI, Second Edition, May 2000.
3.	Xavier C: World Wide Web Design with HTML, Tata McGraw Hill Publication, 2000.
4.	Eric Meyer: Cascading Style Sheets– The Definitive Guide, O'Reilly–SPD, First Edition, 2000.
5.	Jeremy Keith, HTML5forWeb Designers, ABOOKAPART, 2010.
6.	Faithe Wempen, Step by Step HTML 5, PHI, 2011.
7.	Thomas A. Powell, HTML &CSS: The Complete Reference, Fifth Edition, Tata McGraw- Hill, 2010.
On-line resources to be used if available as reference material	
On-line Resources	
https://www.w3schools.com/	
https://www.tutorialspoint.com/	
https://www.javatpoint.com/	

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4MIBBI02	Title of the Course	Marketing Management-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To give insight about Marketing Management. 2. To outline key Marketing concept and application to different markets. 3. To analyses and examine the implementation of marketing concept and strategy to company and firms. 4. Attainment of organizational marketing goals.

	Course Content	
Unit	**Description**	**Weightage (%)**
1.	**Buyer Behavior and Market Segmentation** (a)**Buyer Behavior** • Meaning • Characteristics • Importance • Factor affecting Buyer Behavior • Stages in the Buyer Decision Process (b)**Market Segmentation** • Meaning • Advantages • Bases of Market Segmentation	**25 %**
2.	**Service Marketing** • Introduction • Characteristics of Service • Classification of Service • Service Marketing Mix • Introduction of Service Quality	**25 %**

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	• Determinant of Service Quality	
3.	**Market Research** • Introduction • Meaning of Market Research • Definition of Market Research • Importance of Market Research • Objectives of Market Research • Scope of Market Research • Process/Procedure of Market Research • Advantages and Limitations of Market Research	**25 %**
4.	**Social Marketing** **(a) Social Marketing** • Concept of Social Marketing • Tools of Social Marketing • Online Marketing -Meaning -Advantages and Disadvantages • Green Marketing(Meaning, Concept) **(b) Advertising** • Meaning and definition • Characteristics and objectives • Advantages and Disadvantages • Media of Advertising • Difference between publicity and advertising	**25 %**

Teaching-Learning Methodology	• ICT through (eg. PowerPoint Presentation, Audio-Visual Presentation) • Group Discussion • Role Playing • Case study

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	Evaluation Pattern	
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

	Course Outcomes: Having Completed this course, the students will be able to
1.	To identify the scope and significance of marketing in domain industry.
2.	To examine marketing concepts and phenomenon to current business events in the industry
3.	To coordinate the various marketing environment variables and interpret them for designing marketing strategy for business unit.

	Suggested References
Sr. No.	**References**
1	Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2	Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
3	Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
4	Marketing Management by S. A. Sherlekar, Himalaya Publication.
5	Service Marketing by P. K. Gupta, Everest Publishing House

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6	Fundamental of marketing management by T J Rana, Sudhir prakashan
7	Business administration-II by T J Rana ,B S Shah prakashan

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4MIBBI01	Title of the Course	Financial Management & Services-II
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives	1. To understand the concept of working capital and operating cycle 2. To understand about cash, receivable, inventory management for business 3. To gain knowledge about financial services

	Course Content	
Unit	**Description**	**Weightage (%)**
1.	**Working Capital Management** **Concept:** (a) Gross Working Capital, (b) Net working capital (c) Fixed/Permanent Working Capital, (d) Fluctuating working Capital, Needs and Factors of Working Capital Examples of estimation of Working Capital and Operating Cycle and Combined Examples of Working capital and Operating Cycle	**25%**
2.	**Management of Cash, Receivables and Inventory** **Management of Cash:** Concept, Motives for Holding, Cash, Cash Budget Examples **Management of Receivables:** Meaning, Credit policy, Variables, Credit Evaluation (Only Theory) **Management of Inventory:** Concept, Motives for Holding Inventory and ABC Analysis (Only Theory), computation of EOQ and Re-Order Point and Safety Stock (Examples Only).	**25 %**
3.	**Financial Services** **Mutual Funds:** Types, and Concept	**25 %**

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	Venture Capital: Concept, Features, Stages, Process and Methods	
	Merchant Banking: Concept, Function	
	Factoring & Forfeiting: Concept, Mechanism, Distinction between Factoring & Forfeiting	
4.	**Capital Structure & Leverage Analysis** Concept, Significance, Factors Affecting the pattern of capital structure, Traditional Approach, Modigliani & Miller Approach, (Theory only) and Net Income Approach, Net Operating Income Approach (Examples Only), **Concept of Leverages** Theory and Examples of Operating Leverage, Financial Leverage and Combined Leverage (Simple Examples).	**25 %**

Teaching-Learning Methodology	These are the teacher-centre methods, learner- cantered methods, content focused methods and interactive/participative methods.

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	Explain the concept of working capital and operating cycle.

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2.	Apply cash budget and credit policy in business.
3.	Know about various aspects of Financial Services.
4.	Understand about concept of capital structure and leverage analysis

Suggested References

Sr. No.	References
1	Financial Management: S. N. Maheshwari
2	Financial Management: I.M. Pandey
3	Financial Management: Prasanna Chandra
4	Financial Management: Khan & Jain
5	Gorgon and Natrajan: Financial Markets and Services, Himalaya Publishing House, New Delhi
6	Khan, M. Y.: Indian Financial System: Theory and Practice, Vikas Publishing House, New Delhi

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4MABBI03	Title of the Course	Cost & Management Accounting -II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	4. To understand fundamentals of cost accounting and application of costing for managerial decisions 5. To understand basics of management accounting and its application for management professionals

	Course Content	
Unit	**Description**	**Weightage (%)**
1.	**Reconciliation of Cost and Financial Accounts (Theory & Examples)** - Need for Reconciliation - Reasons for Disagreement in Profit - Methods of Reconciliation - Problems on Preparation of Reconciliation Statement	25%
2.	**Material & Labour Cost (Theory & Examples)** **Material:** - Definition and types of Material - Material Control & its Techniques: Just –in –Time and ABC Analysis - VED Analysis (Theory). - Setting stock levels: Average Level, Maximum Level, Minimum Level, Reorder Level Danger Level, Economic Order Quantity (Reordering quantity) (examples) **Labour:** - Meaning, Features of good wage system - Various wage system: Time Wage, Piece Wage, Incentive Wage plans: Halsey Plan, Rowan Plan, Taylor Plan (Theory Only)	25 %

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	- Examples based on: Time Rate as per Halsey and Rowan Method only - Labour Turnover: Meaning and causes (Theory)	
3.	**Overhead Expenses (Theory & Examples)** - Classification of Overhead - Apportionment & Absor ption of Overhead - Apportionment of Service Department Overheads using Repeated Distribution Method - Machine Hour Rate (Theory)	**25 %**
4.	**Budget and Budgetary Control (Theory & Examples)** - Meaning & Definition of Budget & Budgetary Control - Objectives of Budgetary Control - Advantages & Limitations of Budgetary Control - Preparation of Cash Budget & Flexible Budget	**25 %**

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments and browsing e- resources

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes

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1.	Understand how to reconcile profit as per records of cost accounting and financial accounting and find out reasons for disagreement in profit.
2.	Calculate material and labour cost and how to determine reorder quantity.
3.	Learn calculation of overhead/indirect cost and its allocation among different departments using suitable basis.
4.	Preparation of Cash budget and Flexible budget.

Suggested References

Sr. No.	References
1	Arora M. N. (2004), A Textbook of Cost Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi.
2	Jain S. P. and Narang K. L. (2008), Cost Accounting, Kalyani Publishers, New Delhi
3	Gupta Kamal (2007), Contemporary Auditing, Tata McGraw Hill Publishing Co. Ltd., New Delhi
4	Kishore R. M. (2007), Advanced Management Accounting, Taxman Allied Services (P) Ltd, New Delhi.
5	P. Periasamy (2011), A Textbook of Financial Cost & Management Accounting, Himalaya publishing House, Mumbai

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Bachelor of Business Administration (ITM – Information Technology Management)

Semester–IV

Course Code	UM4AEBBI01	Title of the Course	Social Media and Digital Marketing
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Digital Marketing and Social Media have transformed marketing and business practice across the globe. 2. This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan. 3. It explores the challenges of Interactive media, the online market place, and the creative challenges of communicating and retention strategies of customers through these media, the main search engines and the future trends in digital marketing.

Course Content		

Unit	Description	Weight age (%)
1.	**Introduction to Digital Marketing** – Fundamentals of Digital marketing & Its Significance, – Traditional marketing Vs Digital Marketing, – Evolution of Digital Marketing, – The Digital users in India, – Digital marketing Strategy- Consumer Decision journey, – Skills in Digital Marketing, Digital marketing Plan.	50%
2.	**Social Media Marketing** – Display adverting, – Buying Models, – Different type of ad tools, – Display advertisingterminology,	50%

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	- Types of display ads, different ad formats, Ad placement techniques, - Important ad terminology, Programmatic Digital Advertising. - SEO Techniques.	

Teaching-Learning Methodology	Material for this course will be presented using multiple teaching approach: lecture and discussion, exploration and inquiry, cooperative group work, demonstrations, and presentations

Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	**50%**
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	**50%**

Course Outcomes	Students will demonstrate effective communication characterized by written work that is clear, organized, succinct yet exhibits depth of analysis and synthesis, and accurate in mechanics and documentation.

Suggested References:

Sr .No.	References
1	Digital Marketing – Kamat and Kamat-Himalaya
2	Marketing Strategies for Engaging the Digital Generation, D. Ryan
3	Digital Marketing, S. Gupta, McGraw-Hill

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4SEBBI01	Title of the Course	Entrepreneurship Development
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Student will understand the concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act. 2. For qualify students it helps to analyse the various aspects, scope and challenges under an entrepreneurial venture. 3. To get the knowledge about classification and types of entrepreneurs and the process of entrepreneurial project development by understanding the Emerging areas of Entrepreneurship.

Course Content

Unit	Description	Weightage (%)
1.	**Fundamentals of Entrepreneurship** **Entrepreneur** - Meaning and definition - Types of Entrepreneurs - Role of Entrepreneurs in Economic development - Entrepreneur vs. Intrapreneur **Entrepreneurship** - Meaning and definition - Characteristics of Entrepreneurship - Theories of Entrepreneurship - Factors influencing Entrepreneurship Growth	50 %
2.	**Entrepreneurial Motivation & Development** - Theories of entrepreneurial motivation - Maslow's Need Hierarchy Theory - McClelland's Acquired Theory - Motivating factors (Internal & external) - Concept & role of EDP Role of Government in Organizing EDP's - Concept of Emerging areas of Entrepreneurship (Women	50 %

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Entrepreneurship, Social Entrepreneurship, Rural Entrepreneurship and International entrepreneurship)	

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources

Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes

1.	Learners will pick up about Foundation of Entrepreneurship Development and its theories.
2.	Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.
3.	Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.

Suggested References

Sr. No.	References
1	Entrepreneurship Development by S. S. Khanka
2	Entrepreneurship Development and Project Management by Neeta Baporikar
3	Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.

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4	Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd
5	Entrepreneurial Development in India by Gupta and Shrinivasan.

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4SEBBI02	Title of the Course	Project Management
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To develop understanding of Project life cycle and its stages among students. 2. To make the students aware regarding different role of project manager. 3. To make students familiar with Project Identification. 4. To clarify the concept and aspects to be considered in Project Selection.	

Course Content		
Uni t	Description	Weightage (%)
1.	**BASICS OF PROJECT MANAGEMENT** - Meaning & Definition of Project Management - Objectives of Project Management - Importance and Need of Project Management - Project Management Knowledge Areas - Project Manager (PM) - Project Life Cycle and its Phases (Concept Stage, Analysis Stage, - Planning Stage, Execution Stage, Completion Stage)- - Project Management Processes – - Impact of Delays in Project Completions	50 %
2.	**PROJECT IDENTIFICATION AND SELECTION** - Meaning & definition of Project Identification & Project Selection - Purposes of Project Identification & Selection - Project Identification Process - Project Initiation-Pre-Feasibility Study - Feasibility Report and CMA Report	50 %

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- Feasibility Studies -Project Break-Even Point	

Teaching-Learning Methodology	• Lecture Method • Group Discussion • Case Study • Project Work • Practical activities • Guest Lectures

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

CourseOutcomes:HavingCompletedthiscourse,thestudentswillbeableto	
1.	Understand the meaning, need and importance of project management
2.	Discuss the project management process
3.	Explain the impact of delay in project completion
4.	Discuss the project identification process
5.	Explain the purpose of project initiation and pre-feasibility studies

Suggested References

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Sr. No.	References
1	Dynamics of Entrepreneurial Development and Management – Vasant Desai
2	Entrepreneurial Development – S. S. Khanka
3	Bhavesh Patel, Project Management Vikash Publication
4	Prasanna Chandra, Project Managemen, Tata McGraw Hill

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4SEBBI03	Title of the Course	Fundamentals of Research
Total Credits of the Course	02	Hours per Week	02

Course Objectives	4. To understand basic concepts of research and familiarize with the process of research. 5. To develop skills in the selection and formulation of research problems. 6. To prepare the students able to have deeper understanding about data collection and its analysis and sample selection

Course Content		
Unit	**Description**	**Weightage (%)**
1.	**Introduction to Research** - Introduction, - Meaning and objectives of research, - Characteristics of good research, - Types of research, - Steps in the research process - Meaning of research problem, - Technique for formulating a research problem **Collection and Processing of Data** - **Data Collection:** - Introduction, - Sources of data, - Primary data collection techniques, - Secondary data collection techniques.	50%
2.	**Sampling and Sampling Techniques** - Introduction, - Characteristics of good sample design,	50 %

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- Sampling techniques/ Methods (Probability and Non Probability) **Interpretation and Report Writing** - Meaning and technique of interpretation - Significance of report writing - Procedure of report writing	

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	Understand concepts of research its types and objectives.
2.	Acquire skills in the selection and formulation of research problems with an understanding of the rationale and the different steps involved in the process.
3.	Use appropriate sampling methods to investigate the research problem for better decision making.
4.	Understand types of data, data collection and analyse data.
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Sr. No.	References
1	Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.
2	Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.
3	Zikmund William G; Business Research methods, Thomson South-Western
4	Naval Bajpai; Business Research Methods; Pearson Education; New Delhi
5	Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition

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Bachelor of Business Administration (ITM – Information Technology Management)

Semester–III

Course Code	UM4VABBI01	Title of the Course	Cyber Security
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. On completion of this course, students should be able to appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms. 2. After the completion of this module, students would be able to understand the basic concepts related to E-Commerce and digital payments.

Course Outcomes	1. Explain the core issues in cyber security such as security, privacy, and interoperability. 2. Choose the appropriate technologies, tools, and approaches for the given application.

Course Content		
Unit	**Description**	**Weight age (%)**

1.	**Introduction to Cyber Security**
	   – Defining Cyberspace and Overview of Computer and Web-technology
	   – Architecture of cyberspace, Communication and web technology, Internet,
	   – World wide web, Internet infrastructure for data transfer
	   – Internet society, Regulation of cyberspace,
	   – Concept of cyber security, Issues and challenges of cyber security.
	 Cyber-crime and Cyber law
	   – Classification of cybercrimes, Common cyber
	   – Crimes- cyber-crime targeting computers and mobiles
	   – Cybercrime against financial frauds, social engineering attacks,
		50%

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		malware and ransomware attacks, zero day and zero click attacks – Cybercriminals modus-operandi, Reporting of cyber-crimes, Remedial and mitigation measures,	
2.		**Social Media Overview and Security** – Introduction to Social networks – Types of Social media / Platforms & monitoring – opportunities and pitfalls in online social network, Security issues related to social media **Introduction to Digital Payments** – Components of digital payment and stake holders, Modes of digital payments – Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), – Digital payments related common frauds and preventive measures. RBI guidelines on digital payments **Device and Mobile phone security** – Password policy, Security patch management, – Data backup, Downloading and management of third-party software – Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus	**50 %**

Teaching-Learning Methodology	Material for this course will be presented using multiple teaching approach: lecture and discussion, exploration and inquiry, cooperative group work, demonstrations, and presentations

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	50%

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3.	External Examination	50%

Suggested References:

Sr .No.	References
1	Cyber Crime Impact in the New Millennium, by R. C Mishra, Auther Press. Edition 2010
2	Fundamentals of Network Security by E. Maiwald, McGraw Hill.
3	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
4	Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.

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Bachelor of Business Administration (ITM - Information Technology Management)
Semester – IV

Course Code	UM4VABBI02	Title of the Course	Climate Change & Sustainable Development
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Student will understand the concepts of climate change science and its global impacts. 2. Students will explore sustainable development principles and strategies. 3. To get the knowledge about analysis of international policies and agreements on climate action. 4. For qualify students it helps develop solutions for climate change mitigation and adaptation.

Course Content

Unit	Description	Weightage (%)
1.	**Understanding Global Environmental Change** - Understanding relationship between Society, Economy, Environment - Causes and Effects of Environmental change - Role of Individual in prevention of pollution **Climate Change** - Greenhouse Gases -Emissions -Mitigation -Policies and Protocols	50 %
2.	**Water, land and Bio-diversity Management** - Water Crisis - Demands and Trends - Resource Management - Sustainable Land Management - Bio-diversity - Water conservation - Rainwater harvesting - Watershed management **Sustainable Development**	50 %

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	- Sustainable Urban future – Rural Development - Business Responsibility	

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources

Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes

1.	**Learner will gain knowledge of climate change causes, impacts, and trends**
2.	**Learners will understand sustainable development principles and their real-world applications.**
3.	**Learners will Evaluate global climate policies and their effectiveness.**
4.	**Develop practical strategies for mitigating and adapting to climate change**

Suggested References

Sr. No.	References
1	Sustainable Development: Economics and Policy by David L. Clark
2	Climate Change and Sustainable Development: Ethical Perspectives by John K. Kaldor

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3	The Economics of Climate Change: The Stern Review by Nicholas Stern

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Bachelor of Business Administration (ITM- Information Technology Management)
Semester - IV

Course Code	UM4VABBI04	Title of the Course	NCC-II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	❖ Course Content Part (I) Theory ❖ Course Content Part (II) Practical ❖ Course Objectives: ➤ Cadets will be able to: - Know about the history of NCC and Awareness of Nation. ➤ its organization, and incentives of NCC for their career prospects.
	➤ Acquire knowledge of duties and conduct of NCC cadets ➤ Understand about different NCC camps and their conducts.
	➤ Understand the concept of national integration and its importance. ➤ Understand the concept of self-awareness and emotional intelligence.
	➤ Understand the concept of critical & creative thinking. ➤ Understand the process of decision making & problem solving.
	➤ Understand the concept of team and its functioning. ➤ Understand the concept and importance of Social service.

	Course Content Course Content Part (I) Theory	
Unit	**Description**	**Weightage (%)**
1.	**Unit 1- Anatomy and Physiology of human body** ❖ Skeleton system, Muscular system, Digestive System, Respiratory system, Circulatory system, Nervous system, reproductive system, Function of body, Excretory system, Glandular system, Necessity of	**25 %**

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	food, Balance diet. ❖ Haying and sanitation ,Personal body ,Classification of diseases Brief introduction of important disease ,Water reservoir and ITS cleanness ,Arrangement of sanitation in camp	
2.	**Unit 2- First aid** ❖ Fist and equipment, Artificial respiration, Pressures points, Wound, Haemorrhage of bleeding, Fisted aid for internal haemorrhage, Fist and for External haemorrhage. ❖ Unconsciousness, Poisons, Burns and Scalds, Heat stroke, Frost bite, Drowning. ❖ Snake bite ,Dog bite, Insect bite, Foreign bodies in eye, Ear and nose, Methods of caring Carriages of sick/Wounded person	**25 %**

Course Objectives	❖ Course Content Part (I) Theory ❖ Course Content Part (II) Practical ❖ Course Objectives:
	➢ Understand that drill as the foundation for discipline and to command a group for common goal.
	➢ Understand the importance of a weapon its detailed safety precautions necessary for prevention of accidents.
	➢ Develop awareness about different types of terrain and how it is used in battle craft.
	➢ Develop the concept of various markings on the map and how they are co-related to the ground features.

	Course Content Course Content Part (II) Practical	
Unit	**Description**	**Weightage (%)**

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1.	**Unit 1. Home Nursing** ❖ Introduction, Quality of a nurse, Duties of nurse, Common Nursing Instrument ❖ Sick Room, observation of the sick , Signs and symptoms to be noted, Taking pules, Respiration & Temperature ❖ Relationship between temp Pulse and respiraion , Setting of blood pressure apparatus	**25 %**
2.	**Unit 2. YOGASANS** ❖ Advantage from asanas-1,Hints for successful yogasanas, Types of yogasanas,Madiative asanas , Physical asanas.	**25 %**

Teaching-Learning Methodology	**Classroom teaching and learning** **Ground –Based learning (Practical)** **Project-Based Learning** **Problem-Based Learning** **Inquiry-Based Learning** **Group Discussion.** **Collaborative Learning** **Ground work practical.** **Army Wing Camps Taring.**

Evaluation Pattern		
Sr. No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written	15%
2.	Internal Continuous Assessment in the form of Practical & Viva	15%
3.	External Examination Written	35%
4.	External Examination Practical & Viva	35%

Course Outcomes

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GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

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NAAC Reaccredited - CGPA 3.30 - GRADE 'A$^+$' UGC – MHRD, Govt of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

1.	After completing this course, the cadets will be able to: - Imbibe the conduct of NCC cadets.
2.	Respect the diversity of different Indian culture.
3.	Practice togetherness and empathy in all walks of their life.
4.	Do their own self-analysis and will work out to overcome their weakness for better performance in all aspects of life.
5.	Understand creative thinking & its components.
6.	Think divergently and will try to break functional fixedness.
7.	Make a team and will work together for achieving the common goals.
8.	Do the social services on different occasions.

Suggested References	
Sr. No.	**References**
1	NCC Hand Book
2	DG NCC App
3	NCC DG Pressy
4	NATIONAL CADET CORPS (S.GAUR)

On-line resources to be used if available as reference material
On-line Resources
https://indiancc.nic.in/ncc-general-elective-subject-course-design/

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
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Bachelor of Business Administration (ITM- Information Technology Management)
with effect from December -2024

PROGRAMME SPECIFIC OBJECTIVE:

The objective of the BBA (ITM) programme is to give students the knowledge and abilities to efficiently manage and use of IT resources with in organizations, comprehend the strategies of technology in business, and gain proficiency in field of Management and IT.

At the end of the BBA (ITM) programme the students will be able to:

PROGRAMME OUTCOME (PO)- SEMESTER-IV	1. To understand business functions and management practices leading to development of business acumen among students. 2. To develop critical and analytical thinking abilities. 3. To improve Communication and interpersonal skills 4. To develop social sensitivity and ethical considerations leading to sustainable business practices. 5. To demonstrate global perspective and entrepreneurship acumen. 6. To get exposure of industrial world through company visits and interaction with experts. 7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
PROGRAMME SPECIFIC OUTCOME (PSO) - SEMESTER-IV	1. Apply various business and information technology management practices. 2. Analyze and interpret data for better decision making. 3. Demonstrate effective communication and interpersonal skills. 4. Implement basic concepts of high speed LAN and data communication. 5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
To Pass:	**(i)** At least **36% Marks** in each paper at the **Semester End Examination** and **Aggregate Marks**. **Internal & External Assessment.** **(ii)** At least **36% Marks** in each paper in **Internal Assessment** and **36% aggregate marks** in **Internal Assessment.**

Course Structure under NEP – 2020 (BBA-ITM) Semester-IV
with effect from the Academic Year December - 2024

Course Type	Course Code	Name of Course	T/P	Credit	WCH	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
Major (Core)	UM4MABBI01	Human Resource Management -II	T	4	4	2	50/18	50/18	100/36
	UM4MABBI02	Web Technology with JQuery (T/P)	T/P	4	4	2	50/18	50/18	100/36
	UM4MABBI03	Cost & Management Accounting - II	T	4	4	2	50/18	50/18	100/36
Minor	UM4MIBBI01	Financial Management & Services-II	T	4	4	2	50/18	50/18	100/36
	UM4MIBBI02	Marketing Management- II	T	4	4	2	50/18	50/18	100/36
Ability Enhancement Compulsory Course	UM4AEBBI01	Social Media and Digital Marketing	T	2	2	1	25/9	25/9	50/18
Skills Enhancement Course / Internship (Any One)	UM4SEBBI01	Entrepreneurship Development	T	2	2	1	25/9	25/9	50/18
	UM4SEBBI02	Project Management	T	2	2	1	25/9	25/9	50/18
	UM4SEBBI03	Fundamentals of Research	T	2	2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM4VABBI01	Cyber Security	T	2	2	1	25/9	25/9	50/18
	UM4VABBI02	Climate Change & Sustainable Development	T	2	2	1	25/9	25/9	50/18
	UM4VABBI03	NCC – II	T	2	2	1	25/9	25/9	50/18
	UM4VABBI04	NSS – II	T	2	2	1	25/9	25/9	50/18
	UM4VABBI05	Physical Education - I	T	2	2	1	25/9	25/9	50/18
Minimum Qualifying Credits					22				

Notes:

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC and VAD.**

2. Class Room Presentation will include CSDS/ Factory Visit /Field Study/ Seminar/ Film Screening /Audio-Video/Problem Solving/ Group Study//Case Study/ Book Review/Article Review/ Computer Lab/ Project Work etc.